



GUIDELINES FOR PUBLIC BROADCASTING SPONSORSHIP CREDITS

Creating a great image with your message while keeping within FCC guidelines.

We encourage you to keep it simple. Consider a message of support for public broadcasting. Each credit begins with a standard introduction (“KUAC is supported by.....”) and is immediately followed by your business or organization name.

For Radio and TV, you can also:

- Mention products or services in value neutral terms
- Include an informational address, phone number, web page address, or include general location of the business (i.e. at the corner of University Avenue and Airport Way)
- Identify a subsidiary or division if funding comes from that source
- Use a company slogan if it identifies without promoting and is proven to be established as a part of the business’ normal identification, demonstrated by copyrights or showing history of use in other media.

For TV, you can:

- Show one product or generically depict up to four product lines
- Show company employees as an alternative to product depiction
- Use a fully animated treatment of the company logo
- Use music and sound effects that are not product related

Messages on public broadcasting are subject to the overall test of whether the credit is consistent with our noncommercial character. We accept 15 and 30 second spots on Radio and TV. First, we look at the overall “promotional feel” of a spot. Then, we have the rule of “**3 C’s**” – 1) No Comparative/qualitative language, 2) No Cost information, 3) No Call to action.

Stations cannot: accept underwriting that does not comply with FCC Underwriting Rules; accept underwriting that supports or opposes a candidate for political office; accept underwriting that expresses a view on a matter of public importance or interest (i.e., “issue advertising”).

Your sponsorship credit may not use language or slogans that:

- Are qualitative (“maker of the finest...”)
- Are a call to action or an inducement to buy (“visit our showroom” or “call now”)
- Make superlative or comparative statements (“Alaska’s largest retailer of...”)
- Include endorsements (“the choice of Fortune 500 executives”)
- Include price and value information (“high quality low prices”)
- Imply benefits to the consumer

We review spots individually and make decisions on a case-by-case basis. If you need further assistance, please call to review the guidelines with KUAC’s Corporate Sponsorship Department at 907-474-5448 or 907-474-7692. We will be happy to help with any questions you may have and work with you to personalize and produce your spot.

To learn more about this limited offer or other KUAC sponsorship opportunities, contact Frank Chythlook at frank.kuac@alaska.edu, desk: 907-474-5448 or cell: 907-590-8380.